



VMC Marketing Update

Communication C5
VMC SC - June 4, 2019
Item - 4

VMC Sub-Committee
June 4, 2019



Background

The purpose of this report is to provide an update on VMC marketing, business development and arts and culture activities planned and delivered since the March 2019 VMC Subcommittee meeting.



Audience and key messages

Marketing Audience

- Commercial realtors and brokers
- Corporate real estate executives
- Top-level corporate executives
- Site selection professionals

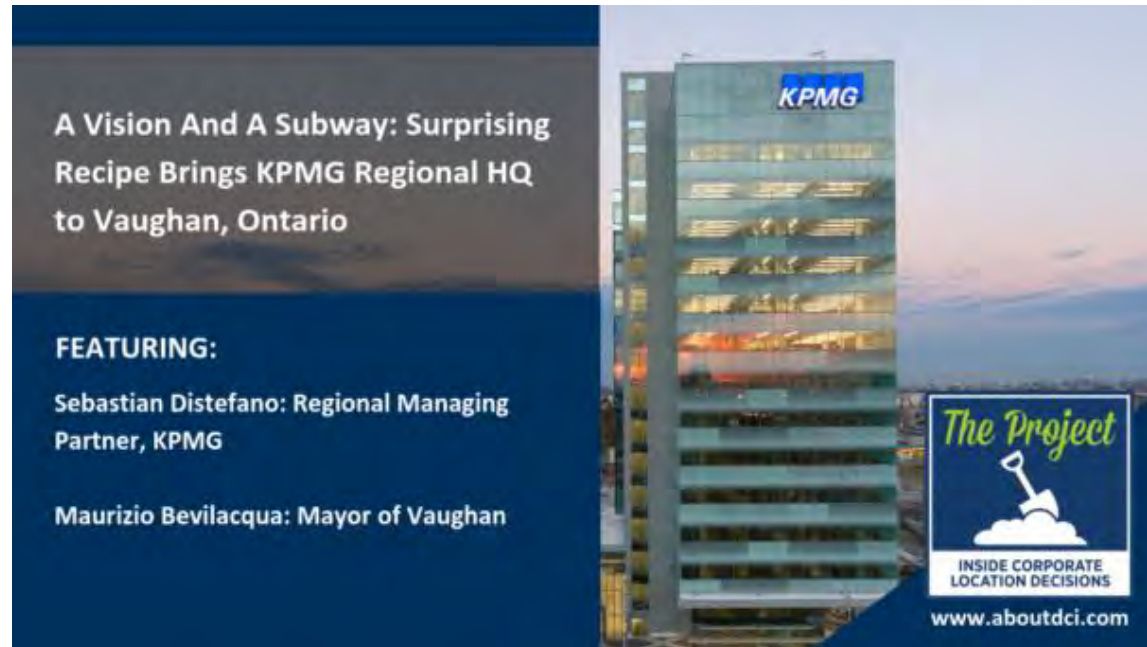
Key messages

- The VMC is Vaughan's emerging downtown core.
- The VMC is beyond a blueprint.
- The VMC has unprecedented access to talent, Class A office space, multi-modal mobility, and urban amenities.
- The VMC has already attracted significant investment.
- Now is the time to secure customized office space with room to grow in Canada's most exciting development.



‘The Project’ Podcast

- The VMC was featured on a US-based podcast series called The Project.
- Told the story of why KPMG decided to locate in the VMC.
- Interviews with Sebastian Distefano, KPMG’s Managing Partner for the GTA, and Mayor Bevilacqua.



[Episode 59: A Vision And A Subway: Surprising Recipe Brings KPMG Regional HQ to Vaughan, Ontario](#)

The Vaughan Rising Podcast

The City's first podcast series

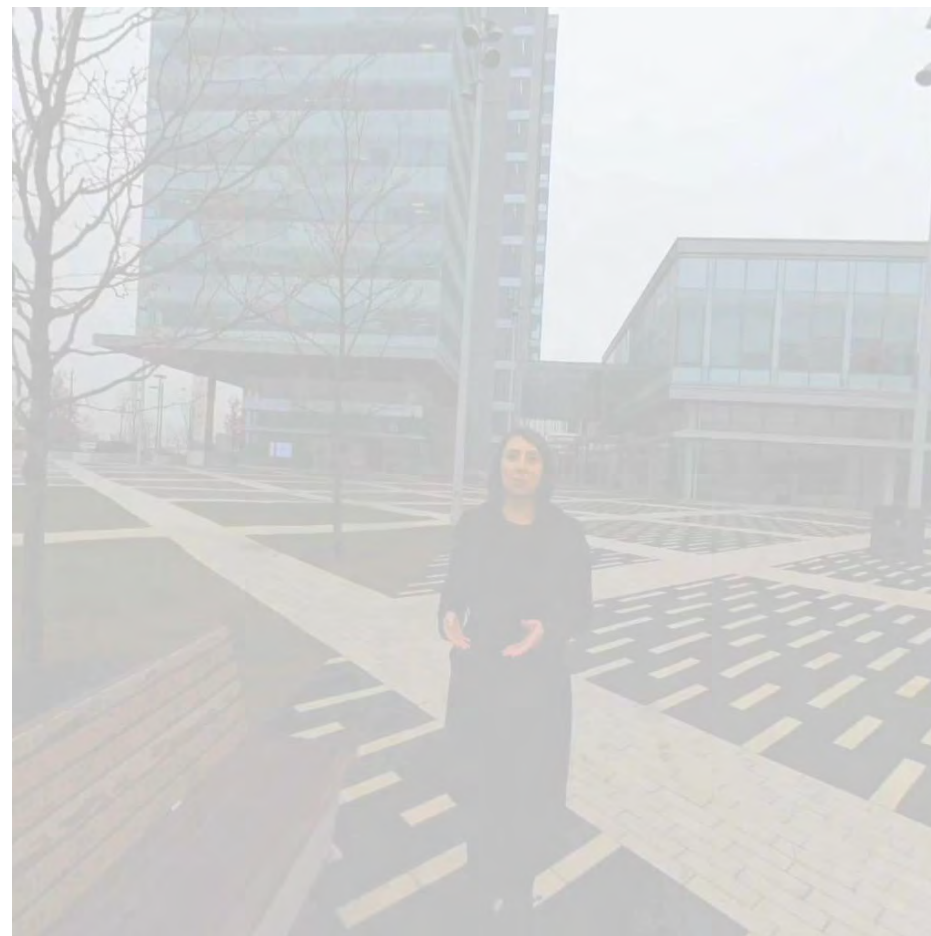
- Goal is to create buzz about Vaughan among the business and commercial real estate communities.
- Will highlight key assets, including the VMC.
- Will be shared via Vaughan website, iTunes and Spotify.
- Each episode is also being filmed to share on YouTube.





360 Degree Tour

Now available on City of Vaughan's YouTube channel

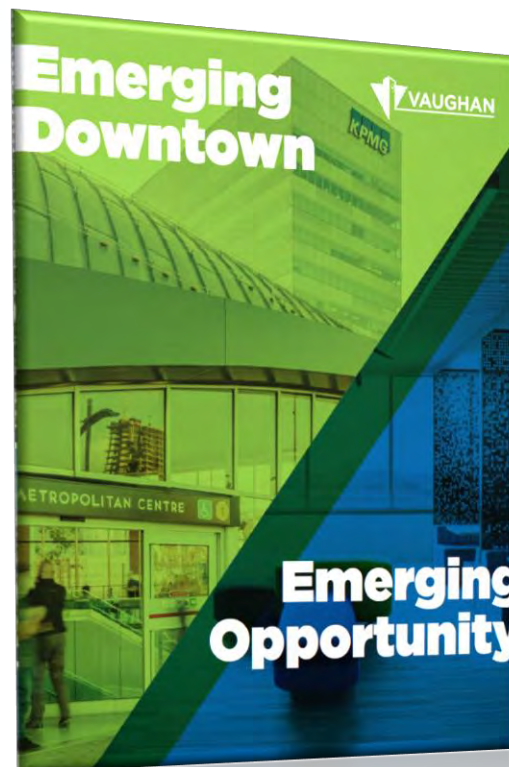


<https://www.youtube.com/thecityofvaughan>



VMC Talent Attraction Brochure

A tool for VMC landowners and tenants



Emerging Downtown

The Vaughan Metropolitan Centre (VMC) is an emerging downtown that's already bustling, and about to boom.

Top companies like KPMG, Harley-Davidson Inc., Mircom Group of Companies, Royal Bank of Canada, Optech Inc., GFS Environmental Inc. and Miller Thomson LLP have offices in this thriving area. Construction is underway on the new PwC-YMCA Tower that will be the future home of PricewaterhouseCoopers.

The subway station linking Vaughan and downtown Toronto in 45 minutes is open. Close to 4,000 apartment and townhouse units are open or under construction within a 10-minute walk from the subway.

The VMC is one of Canada's most exciting developments. Working and living here means you get a front-row seat.



- A. 220 Doughton Rd. Block 5
- B. 2853 Highway 7
- C. 2901 Highway 7 West
- D. 2900 Highway 7
- E. 1690 Jane St.
- F. C.G. Tower
- G. Edgely Pond and Park
- H. Ingo City Lofts 1-4
- I. Ingo
- J. KPMG Office Tower
- K. The Met
- L. Metrolink
- M. PwC-YMCA Tower
- N. Square Centre Place Bus Terminal
- O. Transit City
- P. Transit City 4 and 5
- Q. VMC Subway Station
- R. VMC Visual Arts Station
- S. Zen Module

For more information on these developments, visit myVMC.ca

Opportunities for Fun, Health and Wellness



Rendering of the VMC Centre of Community YMCA, opening in 2020

Vaughan is known for Canada's Wonderland and Vaughan Mills, but also has cultural and natural gems like the McMichael Canadian Art Collection, charming Kleinburg Village and the Kortright Centre for Conservation. When the sun goes down, satisfy Italian food cravings in Woodbridge or dress to impress at a nightclub in the Interchange.

Exciting restaurants like Buca and Bar Buca will be social hot spots in the VMC. The VMC Centre of Community, opening in 2020, will have a full-scale YMCA, public library and City-owned creative expression and learning hub. Outside, there will be places to recharge like the lush Edgely Pond and Park and urban Central Park. Both are scheduled to be under construction within the next two years.



Children play on a ball in Woodbridge

Opportunities for Career Growth

Vaughan is home to 1,100 professional and business service companies, including major players in technology, accounting and business.

Vaughan has the largest economy within York Region, which is Canada's largest enterprise solutions information and communication technology (ICT) cluster, the most concentrated tech hub in Canada per capita and the second-largest financial services cluster in Ontario.

91% of businesses are satisfied with the delivery of services provided by the City of Vaughan.

95% of businesses reported of life as being good or very good.



Opportunities for Living Large

In Vaughan, upgrade to a larger and newer home for less.

The Vaughan Metropolitan Centre has close to 4,000 apartments and townhouses built or under construction, with development applications in progress for another 15,000 units.

Dwelling	Toronto	VAUGHAN
Average 1-bed rental unit	\$2,186	\$1,915
Average 2-bed rental unit	\$2,964	\$2,381
Average condominium apartment	\$637,181	\$576,285
Average semi-detached	\$1,051,765	\$834,855

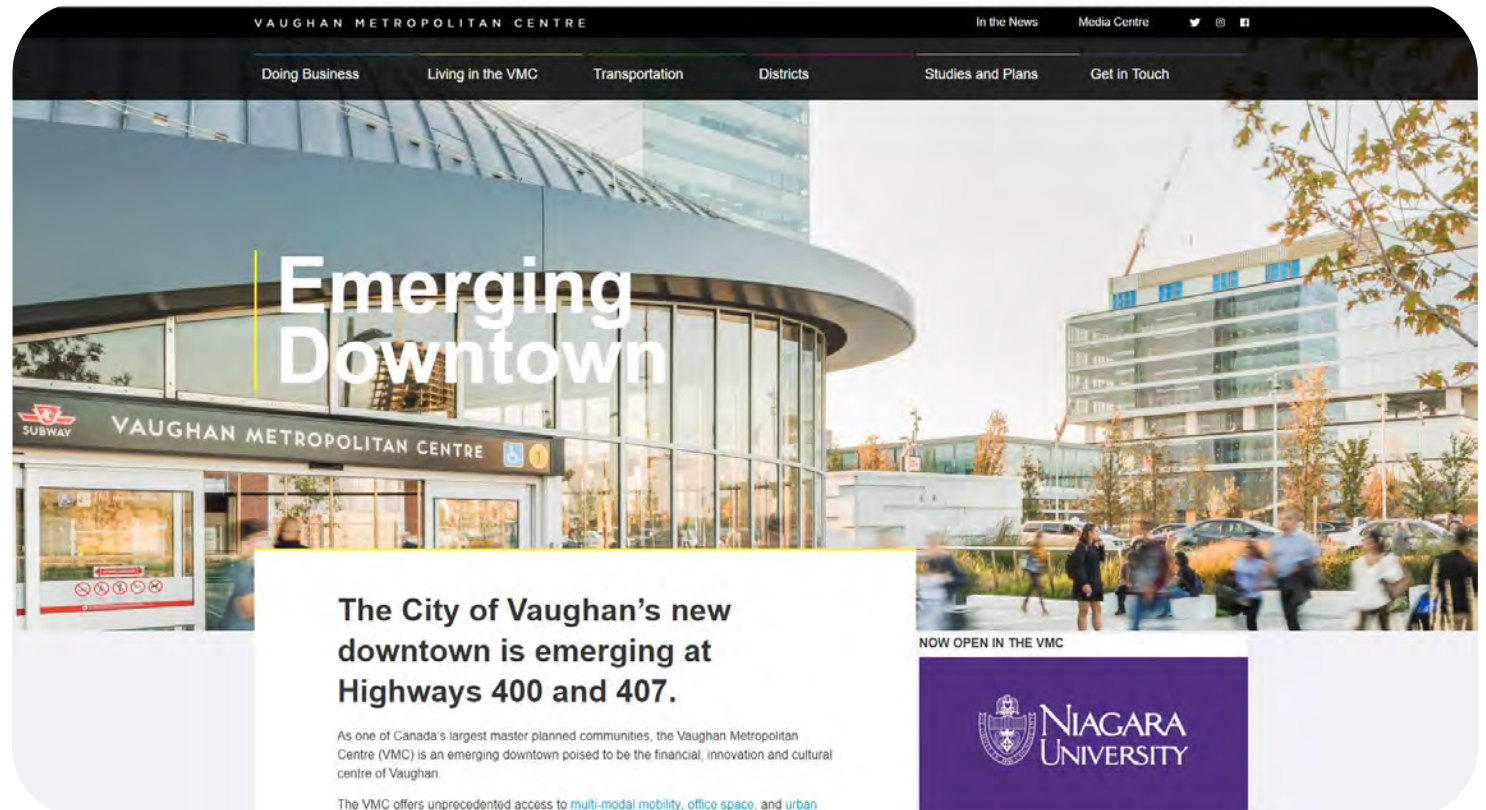
Source: Toronto Real Estate Board, Rental Market Report Q1 2018 (rent); Market Watch, April 2018 (sales prices)

Leading Companies in Vaughan

- Technology Companies:**
- BAASS Business Solutions Inc.
 - Corelio Inc.
 - Breaking Data Inc.
 - ClearBridge Mobile
 - Drone Delivery Canada Corp.
 - Kontrol Energy Corp.
 - Mircom Group of Companies
 - My Blue Umbrella
 - Obero Inc.
 - Omnivex Corp.
 - Pong Game Studios
 - QIX Technology Group
 - STI Retail Corp.
 - Techblocks Inc.
 - Upstream Works Software
 - Visual Sports Systems
- Financial, Insurance and Accounting and Head Offices:**
- Adidas Canada
 - Deloitte Touche Tohmatsu Ltd.
 - KPMG
 - PricewaterhouseCoopers (PwC)
 - Primerica, Inc.
 - Recipe Unlimited Corp.
 - St. Joseph Communications
 - Leading Companies Located in the VMC:
 - Baker Tilly Virechow Krause, LLP
 - Bank of Montreal (BMO)
 - FM Global
 - GFL Environmental Inc.
 - Harley-Davidson Inc.
 - KPMG
 - Marc Anthony Cosmetics
 - Miller Thomson LLP
 - Mircom Group of Companies
 - Optech Inc.
 - PricewaterhouseCoopers (PwC)
 - Royal Bank of Canada (RBC)
- Companies selected based upon size and growth.

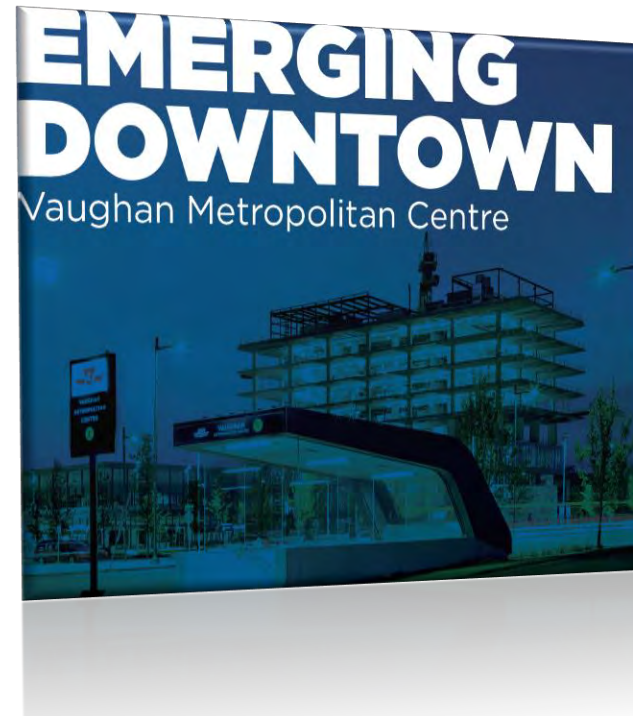
VMC Microsite: myVMC.ca

Signature Marketing Vehicle



VMC Lure Book

- Demand has been high.
- The first run of 250 copies is gone.
- Content is being updated before the next print run.



Business and real estate events

Profiling and networking with the target audience

- NAIOP REX Awards
- Meet the Tourism Investor Dragons
- Collision Conference
- Various CoreNet events



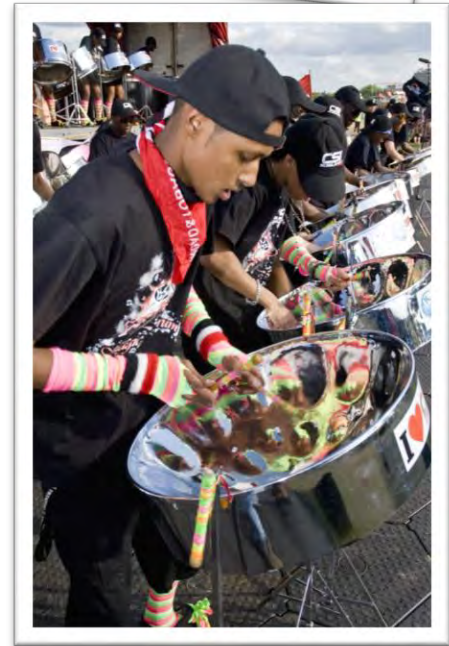
Arts and Culture

- **Creative Industry Tour** (May) — in partnership with Vaughan International Film Festival for film and production industry.
- **Inspirit Fest** (May/June) — a series with dance, Rangoli, yoga and tai chi.
- **Concerts in the Park kick-off concert** in Transit Square (June 5) — the award-winning concert series marks its 25th anniversary at the VMC.



Arts and Culture

- **Arts and Music in the Square** (July/August) a series of cultural live music, exciting activations and refreshments.
- **Culture Days Weekend** (Sept. 26-29) launch and activations in Transit Square with live art on site, interactive games, music and dance



Intended Outcomes

- **Increase awareness of and interest in the VMC**
- **Office and retail business development**
- **Support for the 2031 office, retail, and residential targets**

Performance measurement

- Extensive distribution of new print materials.
- Exposure to 2,350 and 73 new connections to date in 2019.
- Meet the Tourism Investor Dragon event yielded leads from five hotel development and management groups.

Conclusion

- Continually engaging VMC land owners, businesses, partners and other stakeholders.
- These conversations will guide future business development, marketing, and activations.





Vaughan Metropolitan Centre

Economic and Cultural Development
City of Vaughan
2141 Major MacKenzie Dr.
Vaughan, ON L6A 1T1

Vaughan.ca/Business

